

# 14 EXPERT CONTENT MARKETING INSIGHTS FOR YOUR BRAND



**David Cooperstein**  
VP, Research Director, Forrester Research  
@MiniCooper

“**Customer obsessed marketing** is no longer an option. In this ‘Age of the Customer’, the best marketers will create content, not adversting, **contextualize the customer experience** and make real-time data a reality.”

“**Steal best practices from traditional publishers: have a mission, focus on the reader first**, not what your CEO wants, and tell stories about **people**.”



**Ann Handley**  
CCO, MarketingProfs  
@MarketingProfs



**Jay Baer**  
Author of Youtility  
@JayBaer

“The secret is **not to do more**. . . it’s to **create content that matters**, that they cherish since people crave useful things.”

“Be **fearless** and **relentless** in your pursuit of success. The key to innovation in social media and content marketing is to **continuously reinvent your strategy and tactics**. In some cases this may lead to mistakes. Great! Learn from them.”



**Michael Gerard**  
CMO, Curata  
@MichaelGerard



**David Skok**  
General Partner, Matrix Partners  
@BostonVC

“**Funnel optimization**: Understand your buyers’ journey as they pass through the stages of awareness, consideration and purchase.”

“Ensure your **content creates interest, relevance and relationships**. Understand & listen to your customers, including **analyzing data about them**, and build up your content ecosystem.”



**Ryan Skinner**  
Senior Analyst, Forrester  
@rskin11



**Andy Crestodina**  
Strategic Director, Orbit Media  
@Crestodina

“Go **deep into specific topics**. Identify what topics you can own, and **create the best pages** on the Internet for that topic.”

“Stop sucking up to the people above you and **spend more time raising up the people alongside of you**.”



**Chris Brogan**  
CEO, Human Business Works  
@ChrisBrogan



**Marcus Sheridan**  
Founder, The Sales Lion  
@TheSalesLion

“**They Ask, You Answer**’ is your key to listening to your audience and engaging with them. **Too many companies ignore the simplest of questions** that their audience asks them, and become an ostrich with their head in the sand.”

“**Do not be discouraged** if there are 1000s of blogs in your niche. This didn’t discourage me. I saw it as an **opportunity to develop something that’s different**. All those blogs are just proof that there’s a large audience out there.”



**Mike Stelzner**  
Founder/CEO, Social Media Examiner  
@Mike\_Stelzner



**Joe Pulizzi**  
Founder, CMI  
@JoePulizzi

“For every six pieces of content, **four should be from your influencer targets’ interests**, one should be an **original thought leadership piece** and one should be **related to sales**.”

“Brainstorm **9 SEO phrases**: 3 readers use to find information, 3 to research key topics in your area & 3 to decide if they should do business with you. Brainstorm 5 posts per SEO phrase to get **45 great posts**.”



**Stan Smith**  
Founder, Pushing Social  
@PushingSocial



**Lewis Bertolucci**  
Head of Social Media, Humana  
@Lewis502

“**Don’t reinvent ROI metrics**. One company developed a ‘Return on conversation’ metric; resulting in more spent time explaining it to the CEO versus **communicating in terms they’re already used to**.”

“Many companies are missing the opportunity to **leverage their employees for content development**. The best content marketers are **crowdsourcing** across their organizations.”



**Gini Dietrich**  
CEO, Arment Dietrich, Founder of SpinSucks  
@GiniDietrich